

Ellis Aguilar

Product Designer

A systems-minded designer, specializing in rapid prototyping and zero-to-one product strategy. Building human-centered digital ecosystems that connect complex physical workflows, with a proven track record of driving user conversion, aligning executive stakeholders, and launching equity-centered mobility solutions.

SKILLS

Research & Strategy Methods: Human-centered design, Design thinking, Human centered AI, Rapid prototyping, Journey mapping, Qualitative research, Quantitative research, Storytelling, Agile workflow, User interviews, WCAG accessibility

Technical Tools: Figma, Adobe Creative Suite, Quantum Metric, User Zoom, User Testing

Coding & AI Tools: Claude Code, Figma Make, Github Co-pilot, Cursor, HTML5, CSS, JavaScript, Arduino IDE

WORK EXPERIENCE

Product Design Intern, Boost Mobile

Jun 2026 – Aug 2026

- Resolved high-friction UX bottlenecks for account reactivation driving an 8% increase in prospective user conversions.
- Rapidly built a mobile app concept via Claude Code, boosting UMUX scores and securing account executive buy-in.
- Executed 3 qualitative & 25 quantitative UXR studies, converting insights into core UX benchmarks for an agency redesign.
- Created responsive, accessibility-informed UI components for AEM retail channels serving 500k monthly active users.

Product Design Intern, The Pill Club

Jun 2021 – Aug 2021

- Simplified "Create Account" for web application flow to reduce cognitive load and boost product awareness.
- Collaborated with cross-functional teams to define proactive, user-forward interaction patterns across the product ecosystem.
- Synthesized qualitative and quantitative findings into insights, informing design decisions and reducing friction.
- Delivered product solutions at company-wide meeting; CEO highlighted alignment with strategic goals for patient retention.

Freelance Graphic Designer, MXD Media

May 2020 – Mar 2025

- Delivered branding packages, responsive web layouts, and digital/print assets for 25+ clients, successfully guiding stakeholders from initial creative concept through final delivery.
- Structured information architecture and UI layouts for multiple custom web projects, including a comprehensive site to showcase 20+ multi-channel design case studies.

PROJECT HIGHLIGHTS

Service Designer, J.P. Morgan Chase @ Northwestern Segal Institute

Jan 2026 – Jun 2026

- Applied human-centered AI to agentic service flows for users with disabilities, emphasizing explainability and trust.
- Structured service design research frameworks to translate complex behaviors into actionable product insights.
- Delivered prototypes and findings to 3 account executives, informing direction for future product development.

UX Designer, McDonalds @ Northwestern Segal Institute

Jan 2026 – Mar 2026

- Led a 5-person team through discovery, conducting in-store intercept research to identify pain points and opportunity areas for increasing share among families.
- Iterated three concept directions; aligned stakeholders during midpoint and drove convergence on a single product direction.
- Delivered final prototype and concept to executives, shaping future exploration of family-centric services and experience.

Undergraduate Research Assistant, Starlings @ MIT Media Lab

Feb 2020 – May 2020

- Applied inclusive design to micro-mobility HCI research with the Starling team at CityScience, MIT Media Lab.
- Crafted cohesive visual identity and information architecture with Figma, Photoshop, and Illustrator.
- Programmed C++ test code for radio-based synchronized lighting systems.

LEADERSHIP

Founder, Black Transport Project

Jul 2020 – Present

- Applied equity-centered design to improve transportation access for Black QTGNC communities, launching scalable programs.
- Built and operated a bike redistribution and cycling education initiative, distributing 75 bikes over five years.
- Secured \$20,000 through grassroots outreach and grant funding to sustain community mobility initiatives.

EDUCATION

Master of Science in Engineering Design Innovation | Northwestern University

Sep 2025 — Mar 2027

Bachelor of Arts in Media Arts & Sciences | Wellesley College

Jan 2018 — Jan 2022